- Direct co-operative marketing with tour operators and wholesalers overseas;
- Greater focus in the emerging markets, particularly in the region of China, North East Asia and South east Asia;
- Participation in Trade Fairs & Exhibitions;
- Optimizing Editiorial PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications;
- Re-inforcing hospitality programmes including grant of air passages to invite media personnel and tour operators on familiarization tours to India to get first hand knowledge on various tourism products,
- Launching of Road Shows in key source markets of Europe;
- Focusing on growth of hotel infrastructure particularly budget hotels; and
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions.

(c) Does not arise.

Financial assistance for tourism development

3015. DR. MAM. RAMASWAMY: Will the Minister of TOURISM be pleased to state:

(a) whether a number of proposals have been received by the Central Government from the State Governments for financial assistance for tourism development;

(b) if so, the details thereof, State-wise; and

(c) the amount sanctioned and released for such developmental projects?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Development and promotion of

tourist destinations/ products is primarily the responsibility of the State Govt/UT concerned. The Ministry of Tourism extends financial assistance to the State Governments/UTs for development of tourism on the basis of the proposals prioritized in consultation with them, subject to availability of funds and *inter-se-priorities.*

(b) and (c) The details of projects so far sanctioned and funds released during the year 2005-06 to various States/UTs are given in the enclosed Statement. (See below)

Statement

State-Wise Tourism Projects Sanctioned And Funds Released During the Year 2005-06 of The Tenth Plan

(Rs. in Lakhs)

S.No.	State/UT	2005-06 (As on 8.12.2005)		
		No of Projects Sancd.	Amount Sancd.	Amount Released
1	2	3	4	5
1.	Andhra Pradesh	1	10.00	0.00
2.	Assam	7	2077.20	1643.45
3.	Arunachal Pradesh	7	1401.60	984.52
4.	Bihar	0	0.00	0.00
5.	Chhattisgarh	2	518.41	415.00
6.	Goa	0	0.00	0.00
7.	Gujarat	3	1253.31	562.64
8.	Haryana	2	166.45	133.65
9.	Himachal Pradesh	1	30.00	24.00
10.	J&K	15	3515.37	2808.41
11.	Jharkhand	0	0.00	0.00
12.	Karnataka	2	582.52	466.00
13.	Kerala	4	2612.00	2091.00
14.	Madhya Pradesh	8	1506.94	1195.54

1	2	3	4	5
15.	Maharashtra	6	1114.91	888.91
16.	Manipur	0	0.00	0.00
17.	Meghalaya	1	5.00	4.00
18.	Mizoram	6	1469.49	1047.29
19.	Nagaland	7	1333.65	916.92
20.	Orissa	0	0.00	0.00
21.	Punjab	0	0.00	0.00
22.	Rajasthan	2	593.58	487.78
23.	Sikkim	10	942.84	689.37
24.	Tamil Nadu	11	3123.11	2159.28
25.	Tripura	3	716.26	569.43
26.	Uttaranchal	7	1039.77	831.72
27.	Uttar Pradesh	11	2456.04	1848.65
28.	West Bengal	2	975.00	780.00
29.	Andaman & Nicobar	0	0.00	0.00
30.	Chandigarh	0	0.00	0.00
31.	Dadar & Nagar Haveli	0	0.00	0.00
32.	Delhi	0	0.00	0.00
33.	Daman & Diu	3	182.70	144.95
34.	Lakshadweep	0	0.00	0.00
35.	Pondicherry	1	5.00	4.00
	TOTAL:	122	27631.15	20696.51

Note- This includes the projects relating to Circuits, Destinations, Large Revenue Generating Projects, Rural Tourism (Software and Hardware) Projects, IT, Event, Fair & Festivals Projects.